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#150424-TOUGHMUD

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Tough Mudder Impact Exceeds \$6 Million

According to an economic impact report provided by Tough Mudder, the March 7 Tough Mudder Gulf Coast 2015 event in East Milton had an economic impact of \$6.1 million. The event organized by the Brooklyn, NY based Tough Mudder, Inc. brought more than 14,500 out-of-market visitors to Santa Rosa County. [Click here](#) to read the report.

Economic Development Director Shannon Ogletree puts the impact in perspective by saying, "Tough Mudder is a great example of how an event can make a significant economic impact on our local economy. We were thrilled to see that in only the first year, the direct spending impact was on par with what Visit Pensacola reported for the July 2014 Blue Angel Air Show."

Of the 14,500 out-of-market visitors who enjoyed the weekend's festivities, over 4,200 were non-resident participants and more than 10,000 did not take part in the event, but came to the area to support participants. Of these total visitors, 92 percent said they would not have visited the area were it not for the event.

Julie Morgan, Santa Rosa TDO Director explains the importance of event driven tourism, "Events like this are a vital part of growing our tourism base. Not only does it immediately impact our tourism industry on the event dates, it also creates an opportunity to proudly showcase our hotels, restaurants and natural beauty to first-time visitors. We are excited that more than 60 percent indicated that they plan to spend time with us in the future based on the TM experience."

Morgan continues, "TM's staff were extremely professional throughout the planning, implementation, and breakdown of the event. I am also very appreciative of how welcoming and supportive our community was to the event hosts and participants. We look forward to the potential of partnering on future events."

Economic impact breakdown:

- Total Economic Impact - \$6,100,951
- Direct Spending- \$4,372,688
- Indirect/Induced Impact - \$1,728,263
- Taxes & Fees Generated - \$188,636
- Hotel Room Nights - 4,180
- Total Out-of-Market Visitors - 14,646

Ticket/gate counts:

- Total attendance 6,554
 - 1,487 participants
 - 5,067 spectators
- A total of 221 locals volunteered 2,043 hours

Participant summary:

- Seventy-two percent of TM Gulf Coast participants are under 40, and at least 36 percent earn more than \$75,000 per year.

- Over 92 percent of participants came to the Santa Rosa County area in March primarily for the TM event.
- Over 37 percent of participants had never visited the Santa Rosa County area.
- Over 60 percent of participants said they are likely to return to Santa Rosa County within the next year.
- The top states that purchased tickets for this event were Florida, Alabama, Louisiana, Mississippi, Georgia, Tennessee, Texas, Virginia, California and North Carolina.
- Twenty-six percent traveled three or more hours.
- Over 58 percent of participants stayed overnight for the event, and 34 percent of those stayed in local hotels.

The event held at the Ates Ranch in East Milton, was the fruition of approximately two years of coordination with landowners, company representatives and local leaders to bring this event to our community. The Santa Rosa course was the first Gulf Coast course ever and the first event for the 2015 Tough Mudder.

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